

CONFIDENTIAL

Oct. 6, 1954

MEMORANDUM FOR: Mr. Henry Lewis  
Chief, Office of Research and Intelligence  
United States Information Agency

1. This will acknowledge your memorandum of 24 September 1954 in which you request monitoring of NBC overseas broadcasts to the Middle and Far East.

2. Your request is receiving careful consideration. However, the magnitude of the task is illustrated by the following table:

a. NBC broadcasts to the Middle East

<u>Language</u>	<u>Hours Per Week</u>
(1) Arabic	10
(2) Persian	4
(3) Hebrew	2
	<u>16</u>

b. NBC broadcasts to Far East and South Asia

<u>Language</u>	<u>Hours Per Week</u>
(1) English	7.
(2) Mandarin	3.50
(3) Cantonese	1.75
(4) Indonesian	3.50
(5) Malay	1.75
(6) Vietnamese	1.75
(7) Thai	3.50
(8) Burmese	1.75
(9) French	1.75
(10) Japanese	3.50
(11) Hindi	4.
(12) Urdu	4.
(13) Bengali	1.
(14) Tamil	0.50
(15) Marathi	0.50
(16) Sinhalese	0.50
	<u>40.25</u>

Grand Total - - - - - 56.25

These figures exclude musical, religious and other cultural programs. The Foreign Broadcast Information Division is unable at this time to monitor in Bengali, Tamil, Marathi, and Sinhalese.

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3. Another very important consideration in determining the overall EBC propaganda policy to any area of the world is the impact of the EBC General Overseas Service which is broadcast by many transmitters and is clearly audible in the Far and Middle East. This service in English probably has a wide audience throughout the world amongst the English speaking intelligensia.

4. It is evident that the scope of the problem must be narrowed to manageable proportions since monitoring of all programs would not only be costly but would divert attention from the seemingly more important task of monitoring the home services of these target countries. FBID is attempting to secure through its liaison with the EBC Monitoring Service a selection of scripts from the EBC Middle East Service and Far East and Asia Service. If this attempt is successful it is believed that your requirement could be satisfied by making the scripts available to you. If it is necessary to monitor the EBC broadcasts your assistance will be solicited in narrowing the number of languages to a minimum and in reducing the number of monitoring hours required in each language. Finally, editorial guidance will be required in order to reduce to a minimum the strain on our communications system. For example, it will be necessary to know whether the differences you seek are obvious enough to be detected in a summary or whether full texts will be required. 25X1

5. [redacted] FBID, will contact Mr. Louis T. Olm, USIA, on these problems in the near future.

25X1

15/  
[redacted]  
Deputy Director/Intelligence

OO:FBID:A [redacted] /Sub - 4 Oct. 1954

Distribution:

Orig. & 1 - Addse  
2 - DD/I  
2 - AD/O  
1 - Ret. FB ✓  
1 - AMW  
1 - HFK

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6-0644

September 24, 1954

MEMORANDUM FOR:

Mr. Robert Amory,  
Deputy Director, Intelligence,  
Central Intelligence Agency.

The U.S. Information Agency presently needs, on a regular basis, information about the content of BBC overseas radio broadcasts to the Middle East and to the Far East. One of the purposes of this requirement is to detect wherever possible any divergencies or significant differences in information policies between the British and ourselves with respect to these two geographic areas.

Would it be possible, therefore, for your foreign broadcast intelligence service to expand its monitoring service to include the monitoring of selected BBC overseas broadcasts to the Middle and Far East? I would also appreciate receiving any information you may have on this subject at the present time.

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Chief, Office of Research  
and Intelligence

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